

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Ranka
Serial Number: 10/017,074
Filing Date: December 7, 2001
Art Unit: 6239
Examiner: Myhre, James W
For: **Method, algorithm, and computer program for targeting messages including advertisements in an interactive measurable medium**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO RESTRICTION REQUIREMENT

This paper is submitted in response to the office action delivered electronically on June 24, 2008.

Applicant selects for examination Group I, namely, claims 1-68. Group II, claims 69-71, and Group III, claims 72-73, are hereby withdrawn without prejudice to their re-filing in one or more division applications. (Note that the Group II claims were misidentified on page 2 as "Claims 60-71").

This election is made without traverse.

The current inventorship designation remains correct.

Respectfully submitted,

/David H. Judson/

By:

David H. Judson, Reg. No. 30,467

ATTORNEYS FOR APPLICANT